



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/30 thru 02/05.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jan 30, 2015

NATIONAL SUMMARY

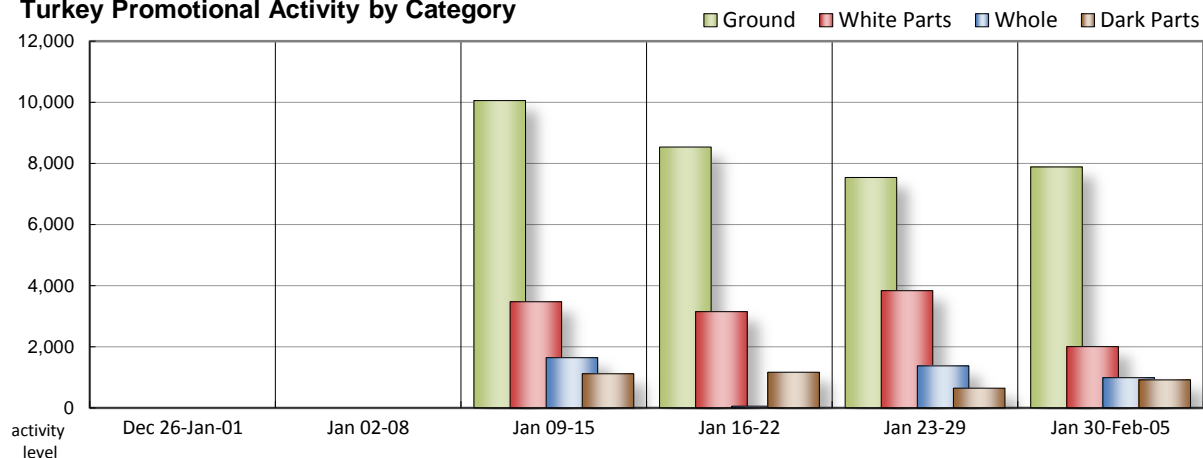
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	28.4% of 29,100 outlets		34.5% of 29,100 outlets		33.7% of 22,900 outlets	
Special Rate ^{4/}	0.3%		2.6%		0.9%	
Activity Index ^{2/}	13,124		14,018		12,080	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	6	1.79				
" - Toms						
Frozen - Hens	490	1.29	686	1.08	480	0.95
" - Toms	490	1.29	686	1.08	430	0.91
PARTS:						
Breast:						
Bone-in, whole			14	3.49	10	2.99
Fresh						
Frozen	792	1.86	1,503	1.85	1,060	1.82
Split, bone-in						
Fresh	516	3.10	300	3.02		
Rotisserie	8	8.99	291	7.37	50	6.36
Boneless, whole	40	5.20	24	4.99	10	4.99
Cutlets	179	5.03	1,196	4.97	150	5.11
Cutlets, thin sliced			41	4.99		
Strips						
Tenders	5	4.69	247	4.55	70	4.79
Marinated Tenders	462	4.39	216	5.20	290	4.42
Drumsticks	195	1.90	176	2.31	100	1.75
Thighs	212	1.93	147	2.50	10	2.49
Wings	275	2.11	185	2.31	50	1.83
Necks	5	1.69	135	2.36	20	1.62
Smoked Drumsticks	75	2.32			110	2.03
Smoked Wings	75	2.29			50	2.13
Smoked Necks	77	2.25			40	2.17
GROUND TURKEY:						
Patties	7,879	3.51	7,535	3.58	8,560	3.30
Sausage	646	3.85	131	4.11	1,030	3.44
85% lean	1,234	3.50	755	3.21	1,380	3.46
93% lean	1,024	2.90	1,445	2.87	1,540	2.73
Breast	4,074	3.49	3,380	3.40	4,200	3.27
Rolls (frsh/frz 1 lb.)	901	4.06	1,824	4.60	410	4.81
	310	2.97	366	2.95	250	2.08
Specialty ^{5/}						
Patties	52	4.20			10	5.49
93-94% lean	951	4.66	242	4.92	300	4.82
Breast	30	5.99	28	5.35	30	5.99

Note: rolls & specialty not included in ground turkey total and weighted average.

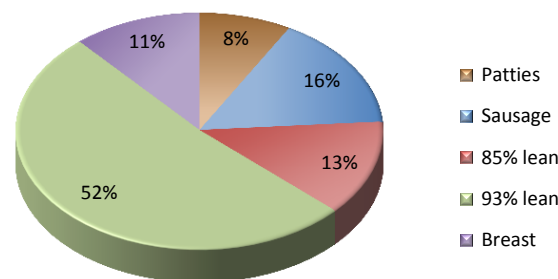
This Week's Turkey Feature Highlights

Retail feature activity slows again this week. Offerings decline on frozen hens and toms; the weighted average price is higher. There is a strong drop in the number of stores promoting frozen whole bone-in breasts; prices are close to last week's weighted average price. Offerings on fresh split breasts seem to be gaining interest this year, with even more ads in this week's circular; prices are higher. Rotisserie breasts all but disappear from this week's ads. Featuring slows on boneless white parts; prices are lower on marinated tenders, higher on the balance of boneless white parts. Dark parts, especially fresh wings, are more actively featured this week; prices are higher. Feature activity increases on ground turkey; the weighted average price declines due to fewer ads on ground breast. Offerings are most active on the 93% lean. More stores are showing specialty ground turkey in this week's ad pages. Featuring is more active on service deli and self-service deli. Deli platters will be popular for people looking forward to this weekend's big game parties.

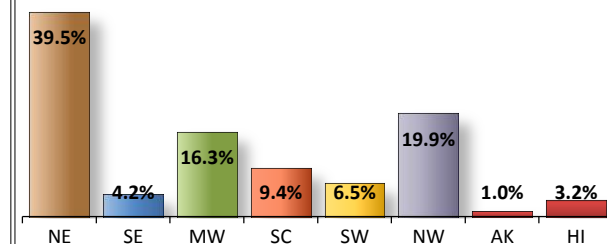
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jan 30, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	55.4% of 5,500 sampled outlets			25.9% of 7,400 sampled outlets			23.5% of 6,100 sampled outlets		
Activity Index ^{2/}	0.0% of stores w/ no-price promotions			0.1% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
	Activity Index = 6,526			Activity Index = 948			Activity Index = 2,452		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.79	6	1.79						
" - Toms									
Frozen - Hens	0.99 - 1.79	29	1.61	1.69	2	1.69	0.97 - 1.49	44	0.99
" - Toms	0.99 - 1.79	29	1.61	1.69	2	1.69	0.97 - 1.49	44	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.99	242	1.96	1.41 - 1.99	265	1.88	1.19 - 1.99	91	1.52
Split, bone-in									
Fresh	3.19 - 3.49	366	3.44	2.99	9	2.99	1.99	106	1.99
Rotisserie	8.99	8	8.99						
Boneless, whole	4.99 - 5.49	38	5.21	4.99	2	4.99			
Cutlets	4.99 - 5.99	172	5.04	4.99	2	4.99	4.69	5	4.69
Cutlets, thin sliced									
Strips									
Tenders							4.69	5	4.69
Marinated Tenders	3.73 - 4.66	367	4.40				5.33	21	5.33
Drumsticks	2.99	14	2.99				1.69 - 2.19	131	1.83
Thighs	1.99 - 2.99	35	2.39	1.99	2	1.99	1.79 - 2.19	131	1.85
Wings	1.99 - 2.99	85	2.61	1.69 - 2.99	26	2.54	1.69 - 1.79	115	1.78
Necks									
Smoked Drumsticks	2.29 - 2.49	64	2.34				2.19	11	2.19
Smoked Wings	2.29 - 2.49	64	2.34				1.99	11	1.99
Smoked Necks	2.29 - 2.49	64	2.34				1.79	13	1.79
GROUND TURKEY:									
Patties	3.49 - 4.99	594	3.86	3.50 - 3.99	36	3.79	3.89 - 3.99	16	3.91
Sausage	2.99 - 3.99	838	3.52	3.00 - 3.50	77	3.13	2.99 - 3.99	261	3.27
85% lean	3.05 - 3.07	30	3.06	2.39 - 3.50	319	3.08	2.33 - 3.50	433	2.73
93% lean	2.50 - 3.85	2,408	3.38	3.00 - 3.85	164	3.30	2.79 - 4.00	502	3.13
Breast (99-100% lean)	3.76 - 5.38	509	4.27				2.86 - 4.49	294	3.31
Rolls (frsh/frz 1 lb.)							2.99	180	2.99
Specialty ^{5/}									
Patties	3.99 - 4.99	52	4.20						
93-94% lean	3.29 - 6.99	512	4.45	5.00	42	5.00	3.50 - 5.00	38	3.93
Breast									


USDA National Retail Report - Turkey
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Fri. Jan 30, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	16.2% of 4,900 sampled outlets			11.3% of 3,800 sampled outlets			44.9% of 1,300 sampled outlets		
Special Rate ^{4/}	1.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,407			Activity Index = 703			Activity Index = 898		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99 - 1.49	175	1.05	0.99 - 1.49	64	1.48	0.99 - 1.49	176	1.48
" - Toms	0.99 - 1.49	175	1.05	0.99 - 1.49	64	1.48	0.99 - 1.49	176	1.48
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.19 - 1.99	121	1.94	1.79	44	1.79	1.79	24	1.79
Split, bone-in									
Fresh	2.99	35	2.99						
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders				3.99	26	3.99	3.99 - 4.66	48	4.05
Drumsticks				1.69 - 1.79	50	1.78			
Thighs				1.79	44	1.79			
Wings				1.69 - 1.79	49	1.78			
Necks				1.69	5	1.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean	2.74	34	2.74	2.99 - 3.19	188	3.00	2.99	20	2.99
93% lean	3.79 - 4.00	427	3.97	3.19 - 3.99	69	3.21	3.19 - 4.00	411	3.94
Breast (99-100% lean)				4.79	48	4.79	4.79	16	4.79
Rolls (frsh/frz 1 lb.)	2.79 - 2.99	66	2.91	2.99	48	2.99	2.99	16	2.99
Specialty ^{5/}									
Patties									
93-94% lean	5.00	349	5.00				5.00	10	5.00
Breast	5.99	25	5.99	5.99	4	5.99	5.99	1	5.99



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	28.0% of 100 sampled outlets			75.2% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 47			Activity Index = 143		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	1.99	5	1.99			
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties				4.55 - 4.99	58	4.73
Sausage						
85% lean						
93% lean	4.80	42	4.80	4.23	51	4.23
Breast (99-100% lean)				6.07	34	6.07
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/30 thru 02/05.

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Fri. Jan 30, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	60.1% of 29,100 stores		52.0% of 29,100 stores		73.5% of 22,900 stores		70.9% of 5,500 sampled outlets			64.2% of 7,400 sampled outlets		
Activity Index 2/	47,021		38,886		43,910		Activity Index = 16,481			Activity Index = 8,934		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	7,692	8.31	4,300	8.46	5,150	8.17	6.49 - 12.99	4,378	8.90	6.99 - 10.59	1,950	7.15
Private Brand	2,787	8.11	2,218	7.68	2,710	7.14	6.99 - 9.49	1,531	8.07	7.99 - 9.49	430	8.00
Category 2												
Processor Brand	3,846	6.01	5,123	5.95	4,590	5.73	4.99 - 6.99	1,745	6.36	4.99 - 5.99	928	5.84
Private Brand	5,944	7.30	3,037	6.31	1,030	6.17	4.99 - 7.99	2,691	7.63	6.99	86	6.99
Category 3												
Processor Brand	698	3.94	1,250	3.83	730	3.81	3.99	302	3.99	3.99 - 4.39	137	4.08
Private Brand	20	4.97	65	5.02	40	4.98	4.97	20	4.97			
Turkey Ham												
Processor Brand	142	3.85	194	4.11	130	3.93	3.99 - 4.99	61	4.33	4.99	2	4.99
Private Brand	45	4.98					4.98	45	4.98			
Turkey Pastrami												
Processor Brand	67	5.26	136	4.28	230	3.85	3.99 - 4.99	16	4.49			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,787	8.02	2,839	8.46	3,840	7.14	6.49 - 9.99	1,282	8.66	6.49 - 9.99	796	7.15
Private Brand	1,651	7.65	1,037	7.99	1,400	6.39	7.98 - 7.99	1,166	7.99	7.99	2	7.99
Category 2												
Processor Brand	111	5.58	227	5.48	270	5.03				5.88	57	5.88
Private Brand	562	5.99	177	5.92	150	5.99						
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	8,419	3.18	7,846	3.26	9,440	3.00	2.49 - 4.00	1,258	3.34	2.00 - 3.99	1,744	3.06
Private Brand	1,693	3.12	1,205	3.19	1,730	2.61	3.00	270	3.00	3.00 - 3.99	535	3.17
Turkey 16 oz												
Processor Brand	624	4.94	828	5.82	1,760	5.19	4.49 - 5.49	192	5.05	4.49 - 5.49	103	5.08
Private Brand												
Chicken 7-10 oz												
Processor Brand	8,240	3.19	7,348	3.28	9,040	2.99	2.49 - 4.00	1,254	3.34	2.00 - 3.99	1,629	3.08
Private Brand	1,693	3.12	1,056	3.22	1,670	2.60	3.00	270	3.00	3.00 - 3.99	535	3.17

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



USDA National Retail Report - Turkey

Fri. Jan 30, 2015

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/30 thru 02/05.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	60.5% of 6,100 sampled outlets			47.5% of 4,900 sampled outlets			47.5% of 3,800 sampled outlets			73.1% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 9,563			Activity Index = 5,729			Activity Index = 3,430			Activity Index = 2,555		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5.99 - 10.99	826 7.93		5.99 - 11.49	142 8.23		6.99 - 11.99	108 8.03		7.99 - 8.59	283 8.32	
Private Brand	6.99 - 11.99	317 8.70		6.99 - 8.99	492 7.97		7.99	7 7.99		7.99	10 7.99	
Category 2												
Processor Brand	4.94 - 7.99	793 5.77		4.98 - 6.49	227 5.43		4.79 - 4.99	132 4.97		5.99	21 5.99	
Private Brand	4.99 - 6.99	561 5.94		5.99 - 6.99	468 6.48		4.99 - 7.99	1,464 7.10		7.99	578 7.99	
Category 3												
Processor Brand	3.49 - 4.49	63 4.12		3.49 - 3.99	69 3.90		2.99 - 3.99	118 3.40		5.99	9 5.99	
Private Brand												
Turkey Ham												
Processor Brand	3.49	22 3.49		3.49	16 3.49		2.99 - 3.99	41 3.40				
Private Brand												
Turkey Pastrami												
Processor Brand	3.49 - 7.99	51 5.51										
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 10.49	445 7.64		6.99 - 8.49	88 7.55		8.49	2 8.49		8.49	174 8.49	
Private Brand	5.99 - 8.49	460 6.76		8.49	23 8.49							
Category 2												
Processor Brand	4.49 - 5.98	54 5.26										
Private Brand	5.99	180 5.99		5.99	232 5.99		5.99	150 5.99				
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.49 - 4.49	2,522 3.00		2.00 - 2.50	1,648 3.25		1.99 - 3.49	530 3.00		2.49 - 4.49	680 3.75	
Private Brand	2.98 - 3.00	350 3.00		3.00	239 3.00		3.00	174 3.00		3.00	60 3.00	
Turkey 16 oz												
Processor Brand	4.99	107 4.99		4.49 - 5.27	198 4.75							
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.49 - 4.49	2,462 3.02		2.00 - 2.50	1,648 3.25		1.99 - 3.49	530 3.00		2.49 - 4.49	680 3.75	
Private Brand	2.98 - 3.00	350 3.00		3.00	239 3.00		3.00	174 3.00		3.00	60 3.00	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	39.8% of 100 sampled outlets			78.8% of 100 sampled outlets				
Activity Index 2/	Activity Index = 121			Activity Index = 208				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	7.98 - 7.99	5 7.98						
Private Brand								
Category 2								
Processor Brand								
Private Brand	8.99	42 8.99		8.99	54 8.99			
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.49 - 5.49	37 4.67		3.00 - 5.49	65 4.71			
Private Brand								
Turkey 16 oz								
Processor Brand				4.89	24 4.89			
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.49 - 5.49	37 4.67		3.00 - 5.49	65 4.71			
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)